File

May 1, 1961

fashion calendar 1961

21st YEAR • A WEEKLY PUBLICATION

JANUARY

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RUTH FINLEY, PUBLISHER • 8 EAST 77th STREET • NEW YORK 21, N. Y. • TR. 9-2343

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING SUNDAY, APRIL 30, 1961

April 30 — DAYLIGHT SAVING TIME BEGINS. (Sunday)--Move clocks ahead one hour.

Sunday April 30 1:00 P.M. Brunch	SUMMER FASHIONS DURING BRUNCH	HERBERT SONDHEIM, INC. (530 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM

Herbert Sondheim's Summer fashions, designed by Sara Ripault. Hats--John Frederics. Shoes--Fiorentina. Coiffures--Tony Migliaro. Reservations--$4.00; contact: "Mr. Jerome," CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.

Beginning Monday May 1	OPENING: FALL SPORTSWEAR COLLECTION	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

Continuous daily informal showings of the Mr. Mort Sportswear Fall collection, designed by Julie Isles. Contact: Grace Alpern, OX. 5-4760.

Beginning May 1-June 15	SPORTSWEAR AND SKIWEAR COLLECTION	FUR FLYERS, INC.	1384 BROADWAY - NEW SHOWROOM - 8TH FLOOR

Continuous daily, 9:30 A.M. to 4:30 P.M., of Fur Flyers hats, Toni Sailer stretch pants, parkas, Norwegian sweaters, coats in suede and knit, skirts in fur and hand-embroidered wool and blouses. Contact: OX. 5-6323.

Cancelled May 2 — ABACO FABRICS "BONDA KNIT" PREVIEW, ORIGINALLY SET FOR TUESDAY, MAY 2 AT 8:30 A.M., HAS BEEN CANCELLED. CAPSULE SHOWS IN ABACO OFFICES, 450 SEVENTH AVENUE. Contact: Polly Guerin, LO. 4-9550.

Tuesday May 2 9:00 A.M. Breakfast; 5:00 P.M. Cocktails	DESIGNER SERVICE COLLECTION OF CRESLAN	AMERICAN CYANAMID CO. FIBERS DIVISION	HOTEL PIERRE ROOF GARDEN

"Creslan Creates"--collection of original fashions in new fabrics and yarns made with Creslan acrylic fibers in America, France, Italy, Switzerland, designed by Maurice Levin for the Designer Service of American Cyanamid. Showings: 9:30 A.M. and 5:30 P.M. By invitation. Publicity: Carolyn Cross at Sally Dickson, PL. 3-7385.

Tuesday May 2 9:45 A.M. Coffee	PRESS PREVIEW: FASHIONS FOR THE FULLER FIGURE	LANE BRYANT	10TH FLOOR

Lane Bryant will present their Summer collection of fashions for the fuller figure. By invitation. Publicity: Paula Miller, LE. 2-0200.

Tuesday May 2 10:30 A.M.	PREVIEW OF FALL SUIT COLLECTION	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

Showings May 2, 23, June 6, 13, 20. Contact: Norma Rousseau, LO. 4-7832.

Tuesday May 2 2:15 P.M.	CALIFORNIA SHOWING: FALL-WINTER COLLECTION	TRAVILLA (853 N. LA CIENEGA)	BEVERLY HILLS HOTEL LOS ANGELES, CALIFORNIA

Fall-Winter collection, introducing the William Sarris dress group. By invitation. Contact in California: OL. 2-0723 or OL. 5-9358.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 2 4:00 P.M. Cocktails	PREMIERE: PETITE MISSES KNITWEAR	TANNEL (1400 BROADWAY)	STORK CLUB 3 EAST 53RD STREET
	Tannel will introduce their collection of petite misses knitwear. (Note Change Of Date.) By invitation. Continuous thereafter at showroom, 27th floor. Contact: Miss Evelyn, CH. 4-4131.		
May 3	OHRBACH'S RELEASE DATE--International Swimsuit Collection (No Show).		
Wednesday May 3 9:30 A.M. Breakfast	PREVIEW: FALL KNITWEAR COLLECTION	RUDY GERNREICH (530 S. B'WAY, L.A.)	LA FONDA DEL SOL 123 WEST 50TH STREET
	Fall collection of knitwear, designed by Rudi Gernreich, presenting Fall ensembles, dresses, and sportswear. By invitation. Thereafter at Charles Rose showroom, 1407 Broadway, Suite 600. Contact: BR. 9-5664.		
Wednesday May 3- May 13	FIFTH ANNUAL WORLD TRADE FAIR	U.S. WORLD TRADE FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
	More than 300 exhibits, with products and raw materials from over 60 countries; also women's fashions. Press Preview, Tues., May 2 from 2:00 P.M. - 5:00 P.M. Tickets: $1.50 (adults); 75¢ (children). Publicity: David Jacobson at United Public Relations, PL. 1-3950.		
Thursday May 4 9:00 A.M. Breakfast	PRESS PREVIEW: FASHIONS FOR "PRE-MAMA'S"	JOHN WEITZ; M. H. FINE CO.	533 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	John Weitz will introduce Fall fashions for the "pre-mama," manufactured by M.H. Fine Co. By invitation. Contact: Jill Paton, LO. 3-4920.		
Thursday May 4 3:30 P.M.	NINTH ANNUAL COTTON FASHION AWARD	LEADERS IN COTTON TEXTILES	GRACIE MANSION EAST END AVENUE
	Award to Donald Brooks. By invitation. Publ.: Eleanor Lambert, MU.8-2130.		
Friday May 5 3:00 P.M.	SPRING AND SUMMER FASHION SHOW	LABORATORY INST. OF FASHION MERCHANDISING	WALDORF-ASTORIA SERT ROOM
	Theme: "Making the Scene at 7th Avenue"--fashions from Stern's modeled, coordinated, commentated by students of the Laboratory Inst. of Merchandising. By invitation. Contact: Mrs. Bessie Wing, PL. 2-1530.		
Saturday May 6 12:30 P.M. Luncheon	FASHIONS AT LUNCHEON IN WASHINGTON	LADIES HOME JOURNAL (1270 SIXTH AVENUE)	STATLER-HILTON HOTEL WASHINGTON, D.C.
	"Summer At Your Finger Tips"--fashion show featuring Vogue Patterns from "The Ladies Home Journal," sponsored by Singer Sewing Machine Co. By invitation for AWRT (American Women in Radio & Television). Contact: Talu Chew, PL. 7-1020.		
Sunday May 7 1:00 P.M. Brunch	FUR FASHIONS DURING BRUNCH	FURS BY CALI	HAMPSHIRE HOUSE FOUNTAIN ROOM
	Showing of furs by Cali. Hats--Irene. Shoes--Fiorentina. Coiffures--Tony Migliaro. Reservations--$4.00; contact: "Mr. Jerome," CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., 117 E. 37th St., MU.9-8542.		
Monday May 8 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: "COLOR FROM THE OUTSIDE IN"	J. P. STEVENS CO. (1460 BROADWAY)	SHERATON-EAST HOTEL BALLROOM
	Preview of under-fashions by leading manufacturers of lingerie, foundation garments and negligees, color-coordinated with ready-to-wear. Show at 4:30 P.M. By invitation. Contact: Mary Baine, OX. 5-1000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Week of May 8	MACY'S NINTH ANNUAL FLOWER SHOW--Tribute to Mother's Day. All plants, trees, and flowers this year are from Puerto Rico.		
Wednesday May 10 12:30 P.M. Luncheon	"FASHION SHOW OF THE MONTH" AT LUNCHEON	HERBERT SONDHEIM, INC. (530 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
	Herbert Sondheim's Spring-Summer collection, designed by Sara Ripault, available at Bonwit Teller. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Sondheim Publ.: Barbara Kling, PL. 3-1709. Sheraton-East Fashion Dir.: Mary Alice Rice, CI. 6-1790.		
Wednesday May 10 2:30 P.M.	PREVIEW: FALL-WINTER RAINWEAR COLLECTION	LAWRENCE OF LONDON LTD.	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Couture rainwear, designed by Adele Lawrence. By invitation. Contact: CH. 4-3815. Publicity: Maxwell-Latham-Mathews, PL. 3-5556.		
Wednesday May 10 7:00 P.M. Cocktails; Dinner	GALA DINNER DANCE	THE FRAGRANCE FOUNDATION, INC.	WALDORF-ASTORIA BALLROOM
	"An Evening With Fragrance"--Gala dinner dance sponsored by The Fragrance Foundation, in conjunction with the Toilet Goods Association Convention (May 9-11). Dinner at 8:00 P.M. Tickets: $25.00 per person. Contact: Helen Nash Associates, 18 East 60th Street, PL. 9-5980.		
Thursday May 11 12:00 Noon Luncheon	CHILDREN'S FASHIONS AT LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	Fall report and showing of fashions for children through sub-teens--young juniors. Speaker will be announced. Co-chairmen: Jane Benford and Ruth Fetske. Prices: $8.00, members; $10.00, guests. Contact: CI. 7-3940.		
Thursday May 11 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS DURING LUNCHEON	JERRY GILDEN, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
	Fashions available at B. Altman. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Commentator and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday May 11 2:30 P.M.	ANNUAL FASHION SHOW--DESIGNS BY STUDENTS	PARSONS SCHOOL OF DESIGN	410 EAST 54TH STREET
	Sixty-fifth anniversary celebration and annual presentation by students. Afternoon show, 2:30 P.M.--Tickets: $2.00. Evening show, 8:30 P.M. --Tickets: $3.00; $5.00 (reserved). Contact: Alvin Appel, PL. 9-2214.		
Friday May 12 9:00 A.M. Breakfast	PREVIEW OF FALL SPORTSWEAR	MISTER PANTS (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Mister Pants will introduce their Fall collection, Pantsville Pa.; Young Mr. Pants; and Panternities. Showing at 9:30 A.M. for press and buyers, by invitation. Publicity: Barbara McGinniss, OX. 5-7320.		
Sunday May 14 6:30 P.M. Cocktails-Dinner	DINNER-FASHION SHOW FOR FALL, 1961	DU PONT COMPANY	HOTEL PIERRE BALLROOM
	Formal dinner and fashion show in tribute to American designers, featuring costumes from the N.Y. Couture Group in Du Pont fibers. Preview of trend-setting styles for Fall 1961, presented to retail store executives, buyers and press. Cocktails at 6:30; Dinner at 7:30, followed by show. By invitation only. Trade contact: Margaret Daly, LO. 3-6400, Ext. 494. Press contact: Mabel Henderson, LO. 3-6400, Ext. 303.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday May 14	MOTHER'S DAY. Theme: "For The World's Best Mom." Contact: Rose Lee Mendelsohn, 129 West 30th Street, LO. 5-4700.		
Monday May 15 9:30 A.M. Breakfast	PRESS PREVIEW OF FASHIONS FOR TRAVEL	ABRAHAM & STRAUS (BROOKLYN)	6TH FLOOR PUBLICITY DEPT.
	Abraham & Straus will present "Travel Time" collection of fashions for travel. By invitation. Publicity: Eileen Goldburg, TR. 5-0195.		
Monday May 15 10:30 A.M.	PRESS PREVIEW: FALL COLLECTION	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Herbert Sondheim's Fall collection, designed by Sara Ripault. By invitation. Thereafter, May 16, 17, 23, 24, 25, 31, June 1, 6, 7, 8, 13, 14 at 10:30 A.M. By appointment. Contact: LA. 4-7540. Publicity: Barbara Kling, PL. 3-1709.		
Monday May 15 10:30 A.M.	OPENING OF FALL COLLECTION	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Showing at 10:30 A.M., May 15, 17, June 6, 7, 9, 13, 14, 16. By appointment. Contact: WI. 7-6865.		
Monday May 15 1:15 P.M.	OPENING OF FALL DRESS COLLECTION	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Sylvia Kaplan's Fall dresses and ensembles for daytime and late-day wear. By invitation. Thereafter May 18, 22, 24, 31, June 5, 7, 13 at 1:15 P.M. Contact: Miss Fritzi, LO. 5-4115.		
Monday May 15 2:30 P.M.	OPENING OF FALL COLLECTION	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	The Maurice Rentner Fall collection, designed by Bill Blass, May 15, 17, 24, 31, June 6, 7, 8, at 2:30 P.M. By reservation. (Press Preview May 18 at 3:00.) By invitation. Contact: Eleanor Stoner, LA. 4-6968.		
Monday May 15 4:00 P.M.	OPENING OF FALL COLLECTION	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Rosalie Macrini's Fall collection May 15, 23, June 6 at 4:00 P.M. By appointment. Contact: Anne Towne, CH. 4-2655.		
Monday May 15 5:00 P.M. Cocktails	PREVIEW: FALL FASHIONS IN U.S. ROYAL FABRICS	U.S. RUBBER CO.- TEXTILE DIVISION	SAVOY HILTON HOTEL GOLD ROOM
	Leading manufacturers' designs of women's, children's and men's wear in U.S. Royal Fabrics. Showing at 6:00 P.M., for press and buyers. By invitation. Publicity: Shirley Merzon at Robert Kane Advertising, MU. 3-8184. Fashion Director & Commentator: Mia Grau, PL. 5-1127.		
Tuesday May 16 9:00 A.M. Breakfast	ANNUAL SUB-TEEN FASHION MERCHANDISING CLINIC	AMERICAN GIRL MAGAZINE	SHERATON-ATLANTIC B'WAY & 34TH STREET
	Complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for trade press and merchandisers. Publicity: Pat Di Sernia, American Girl, PL. 1-6900.		
Tuesday May 16 10:30 A.M.	OPENING OF FALL COLLECTION	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings at 10:30, May 16, 24, June 6, 7, 8. By appointment. Press, May 22 at 4:00. By invitation. Contact: Mabel Glemby, LA. 4-9350.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 16 12:00 Noon Luncheon	PREVIEW: BACK-TO-SCHOOL AND FALL FASHIONS	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Showing of Nelly de Grab's back-to-school and Fall collection, for press and buyers. By invitation. Continuous thereafter in showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Tuesday May 16 12:00 Noon	OPENING OF FALL COLLECTION	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showings May 16, 23, 25, June 2, 5, 6, 7, 8, at 12:00 Noon. By appointment. (Press Preview, Thurs., June 1 at 4:00 P.M.) By invitation. Contact: Ruth McLaughlin, LO. 4-6337.		
Tuesday May 16 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Fall dress collection. By invitation. Trade showings, May 17, 23, 24, 31, June 1, 6, 7, 8 at 1:00 P.M. Contact: Miss Lee Lerner, LO. 3-0988.		
Tuesday May 16 1:15 P.M.	OPENING OF FALL COLLECTION	DAVID GOTTLIEB, INC. (GOTHE)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showings Tues., Wed., Thurs., at 1:15 P.M.; Mon. and Fri., by appointment. Contact: Lucille Gordon, LO. 5-2727.		
Wednesday May 17 8:45 A.M. Breakfast	CRESLAN FEATURED IN RAINWEAR AND OUTERWEAR	MARCH & MENDL; P.R.L. ALL-WEATHER	500 CLUB 500 SEVENTH AVENUE
	American Cyanamid will sponsor a preview of misses and junior rainwear and outerwear for Fall, manufactured by March & Mendl; P.R.L. All-Weather, featuring Sherpa pile of 100% Creslan acrylic fiber. By invitation. Continuous daily thereafter at showrooms, 512 Seventh Avenue. Contact: Marion Cook, LA. 4-7942.		
Wednesday May 17 9:30 A.M. Breakfast	OPENING: FALL DRESS COLLECTION	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Harold Levine's Fall dress collection, May 17, 24, June 1, 6, 7, 8 at 9:30 A.M. By reservation. Contact: LA. 4-0237.		
Wednesday May 17 1:00 P.M.	OPENING OF FALL COLLECTION	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	By appointment. Contact: PE. 7-0206.		
Wednesday May 17 2:30 P.M.	OPENING OF FALL COLLECTION	CHRISTIAN DIOR-NEW YORK INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Showings at 2:30 P.M., May 17, 23, June 1, 6. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.		
Wednesday May 17 2:30 P.M.	OPENING OF FALL COLLECTION	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showings at 2:30, May 17, 18, 23, 24, June 1, 6, 7, 8, 13, 14. By reservation. Contact: LA. 4-5800.		
May 17	SHOWING OF PARIS READY-TO-WEAR COLLECTIONS--IN PARIS (May 17 - May 29). Contact: Pret a Porter, 30 Rue Notre Dame des Victoires, Paris.		
Thursday May 18 8:45 A.M. Breakfast	"YOUNG FASHIONS FOR FALL 1961"	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL PIERRE GRAND BALLROOM
	Fall fashions for toddlers, girls, pre-teens and boys. By invitation. Contact: Monroe E. Michels, MU. 5-4400.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 18 9:00 A.M. Breakfast	PRESS PREVIEW: FALL SPORTSWEAR	JOHN WEITZ DESIGNS, INC. (1407 BROADWAY)	THE COLONY 30 EAST 61ST STREET
	John Weitz will present Fall separates, manufactured by Stratford, Compass, Inc., Downen Inc., Supak & Sons, M.H. Fine Co. By invitation. Contact: Jill Paton, LO. 3-4920.		
Thursday May 18 12:00 Noon Luncheon	PREVIEW OF FALL COAT COLLECTION	BAITCH & CASTALDI (230 WEST 39TH ST.)	500 CLUB 500 SEVENTH AVENUE
	Baitch & Castaldi's Fall coat collection. By invitation. Continuous daily thereafter at showroom. Contact: Mrs. Phyllis Schorr, LO. 4-6886.		
Thursday May 18 1:00 P.M.	FALL JUNIOR FASHIONS BY ANNE KLEIN	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showing Tues., Wed., Thurs. at 1:00. Contact: LO. 4-0462.		
Thursday May 18 2:30 P.M.	SHOWING OF FALL COLLECTION	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Showings at 2:30, May 18, 23, June 1, 6, 7, 8. Press Preview Fri., May 19 at 9:30 A.M., breakfast. By invitation. Contact: PE. 6-6983.		
May 18	MAURICE RENTNER PRESS PREVIEW OF FALL COLLECTION AT 3:00 P.M. (See p.4)		
Thursday May 18 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Fall collection of shirts, skirts, separates, pants, and knits. For press and buyers, by invitation. Contact: Grace Horton, BR. 9-6560.		
Friday May 19 8:30 A.M. Breakfast	PREVIEW OF FALL FASHIONS WITH ZEFRAN	DOW CHEMICAL-TEXTILE FIBERS DEPT.	350 FIFTH AVENUE ROOM 801
	Market preview of fashions with Zefran for Fall '61. Three showings on Fri., May 19, 8:30 A.M., 11:00 A.M., 3:00 P.M. By invitation. Publicity: Pat Bell, PL. 7-8300.		
May 19	BRANELL PRESS PREVIEW OF FALL COLLECTION AT 9:30--breakfast (See above).		
Friday May 19 12:00 Noon	OPENING OF FALL COLLECTION	ALISON	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Alison's collection of misses dresses and costumes, designed by Betty Goodwin, May 19, 24, June 1, 6, 8 at 12:00 Noon. By reservation. Contact: Jean Beck, WI. 7-0152.		
Friday May 19 12:00 Noon Luncheon	FALL COCKTAIL AND EVENING FASHIONS	CAMEO EVENING FASHIONS; FIVE THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Preview at 12:00 Noon, followed by luncheon. By invitation. Thereafter at 9:30 A.M., May 23, 24, 25, 31, June 1, 6, 7, 8, 13, 14, 16. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.		
Beginning Monday May 22	SHOWING OF BOUTIQUE FALL COLLECTION	SIMONETTA OF ROME	VIRGINIA KREMENTZ 42 W. 58 ST., RM. 203
	By appointment. Contact: PL. 3-4464 or PL. 3-3500.		
Monday May 22 10:30 A.M.	SHOWING OF FALL DRESS COLLECTIONS	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Leonard Arkin at 10:30 A.M.; Andrew Arkin at 11:30 A.M. Showings Mon., Tues., Wed. Contact: WI. 7-5324.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
May 22	JANE DERBY'S PRESS PREVIEW OF FALL COLLECTION AT 4:00 P.M. (See p.4)		
Tuesday May 23 10:00 A.M.	OPENING OF FALL COLLECTION Showings at 10:00 A.M., May 23, 24, 25, 31, June 1, 6, 7. By invitation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 23 10:30 A.M.	OPENING OF FALL COLLECTION Gross Sidney's Fall collection of Petti-4 casual wear for the petite miss; and "Terry Rogers" misses sizes, daily at 10:30 A.M., except Friday, until June 22. Contact: George Rappaport, CH. 4-3558.	GROSS-SIDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday May 23 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION By invitation. Showings thereafter May 25, June 1, 6, 8, 13 at 10:00 A.M. By appointment. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 23 11:30 A.M	PREVIEW OF DRESSES FOR PRESS AND BUYERS Preview of Fall dresses, by invitation. Trade showings at 11:30 A.M., May 24, 25, 31, June 1, 6, 7, 8. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 23 2:30 P.M.	PREVIEW FOR PRESS AND BUYERS By invitation. Only formal showing. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 23 2:30 P.M.	PREVIEW: FALL SUIT COLLECTION For press and resident buying offices, by invitation. Continuous daily thereafter. Publicity: Jeannette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 23 4:00 P.M. Cocktails	PREVIEW: FALL LEATHER FASHIONS Fall fashions in suede and kidskin, including a group of coordinates in fabric and knit with leather combinations. By invitation. Continuous thereafter at showroom. Contact: Lou Clarke, LA. 4-4562.	SAMUEL ROBERT, INC. (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Beginning Tuesday May 23	OPENING: FUR-LINED COATS AND SUITS Fall-Winter fur-lined coats and suits in misses sizes, Customites and Petite Customites, designed by Betti Belmont. Showings at 9:30 A.M., 11:30 A.M., 3:30 P.M., by appointment. Contact: Miss Lee, LO. 5-4632. Publicity: Florence Judson, LO. 5-4632.	STYLE TRENDS	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 24 10:00 A.M.	PREVIEW OF FALL DRESS COLLECTION Preview showing for press and buyers. By invitation. Trade showings at 10:00 A.M., May 25, 31, June 1. Publicity: Betty Yarmon, LO. 4-9194.	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 24 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Arthur Jablow's Fall-Winter collection of coats, suits and ensembles, designed by David Kidd. By invitation. Thereafter, May 26, 29, 31, June 6, 8 at 11:30 A.M. By appointment. Contact: LA. 4-3404. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7874.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 24 2:30 P.M.	PREVIEW: COCKTAIL AND EVENING FASHIONS	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Designed by Helena Barbieri. By invitation. Showings thereafter May 25, June 1, 6, 7, 8 at 9:30 A.M. By appointment. Contact: CH. 4-3169.		
Wednesday May 24 2:30 P.M.	PREVIEW OF FALL COLLECTION	MARTINI DESIGNED	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Sylvan Rich and Jerry Parnis for Martini Designed at 2:30 P.M., May 24, June 6, 8, 13, 15. By reservation. Contact: Eli Lehrman, LO. 4-0616.		
Wednesday May 24 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	ROBERT SLOAN, INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Robert Sloan will present his Fall collection of sportswear and separates designed by Sylvia de Gay. For press and buyers, by invitation. Continuous thereafter in showroom. Publicity: Margaret Hodge, LT. 1- 3260.		
Wednesday May 24	OPENING OF FALL COLLECTION	ULLA	1384 BROADWAY SHOWROOM - 18TH FLOOR
	Back-to-school and active sportswear collection, designed by Vicki Cooper. Thereafter, by appointment. Contact: Ceil Maurer, BR. 9-9076.		
Thursday May 25 11:30 A.M.	PRESS SHOW: FALL COATS AND SUITS	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR
	Fall coat and suits, designed by Molly. By invitation. Thereafter June 1, 5, 7, 12, 14 at 10:00 A.M., by appointment. Contact: PE.6-7121.		
Thursday May 25 12:00 Noon Luncheon	FALL AND WINTER LINGERIE COLLECTION	ROGERS LINGERIE (500 FIFTH AVENUE)	HOTEL PLAZA BAROQUE SUITE
	Lingerie fashions created for Fall, Winter and Holiday by Rogers. Fashion Show at 12:00 Noon. Luncheon at 12:45 P.M. By invitation. Contact: Linda Handelsman, OX. 5-0910.		
Thursday May 25 1:15 P.M.	SHOWING OF FALL COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Showings at 1:15 on May 25, June 1, 6, 7, 8, 9. (Private preview, by invitation, Wed., May 17 at 1:15 P.M.) Contact: Kay McGowan, LO.5-6453.		
Thursday May 25 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	By invitation. Beginning June 5, Mon., Tues., Wed., at 10:30. Publicity: Jeannette Gottlieb, BR. 9-6560.		
Thursday May 25 3:15 P.M. Cocktails	"BREAKFAST IN THE AFTERNOON" PREVIEW	MILLIKEN WOOLENS, INC.	HOTEL ASTOR GRAND BALLROOM
	Special afternoon performance for N.Y. retailers, press and trade. By invitation and ticket only. Contact: Julie Buddy, Fashion Director, OX. 5-1200. Breakfast at 7:30 A.M. for out-of-town retailers on May 23, 24, 25, 31, June 1, 2, 5, 6, 7, 8, 9, 12, 13, 14, 15. Ticket contact: Florence Covino, OX. 5-1200.		
Friday May 26 12:00 Noon Luncheon	PRESS PREVIEW OF FALL FASHIONS	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Late day and formal fashions for press and buyers. (Note Change Of Date.) By invitation. Trade showings at 12:00 Noon (luncheon), June 1, 2, 5 - 9, 12 - 15. By reservation. Contact: Jack Sulzer, WI. 7-9470.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
May 30	MEMORIAL DAY (Tuesday) -- Legal Holiday.		
Wednesday May 31 11:00 A.M.	PRESS PREVIEW: FALL READY-TO-WEAR American-made collection, press preview at 11:00 A.M.; buyer preview at 5:00 P.M. By invitation. Thereafter, trade at 10:00 A.M. June 1, 6, 7, 8, 13, 14. Contact: Leonard Gerber, TE. 8-0750.	BOB BUGNAND, INC.	19 EAST 62ND STREET SALON
Wednesday May 31 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have A Good Day"--the new collection, showing at 12:00 Noon, May 31, June 1, 6, 7, 8, 13, 14, 15, followed by luncheon. By invitation. Contact: Helen Gold, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Wednesday May 31 2:00 P.M	OPENING OF FALL COAT COLLECTION Showings at 2:00 P.M., May 31, June 1, 5, 7, 8. By appointment. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday May 31 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview for press of Fall coats and suits. By invitation. Showing at 11:30 A.M. June 1, 5, 7, 9, 13, 15. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Wednesday May 31 4:00 P.M Champagne	PRESS PREVIEW OF FALL COLLECTION Press preview of Vera Maxwell's Fall collection. By invitation. Trade showings at 12:00 Noon beginning June 1 and Tues., Wed., Thurs. thereafter. By appointment. Contact: Terry Parker, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Thursday June 1 9:30 A.M.	OPENING: FALL COATS AND SUITS Showings June 1, 6, 7, 8, 13, 14, 15 at 9:30 A.M. By appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday June 1 12:00 Noon	OPENING: MOLLIE PARNIS FALL COLLECTION Showings June 1, 2, 6, 7, 8. Contact: Lou Scobell, BR. 9-5012.	PARNIS-LIVINGSTON	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday June 1 2:00 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Quality Furs will present their collection. By invitation. Thereafter by appointment. Contact: Herman Suskind, CH. 4-7551.	QUALITY FURS, INC.	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday June 1 2:30 P.M.	OPENING OF FALL COLLECTION Showings June 1, 6, 9, 13, 15, 22 at 2:30; and June 21 at 10:30 A.M. By invitation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday June 1 3:00 P.M.	OPENING: FALL COLLECTION Showings of Fall collection, designed by Anne Fogarty, June 1, 5, 7 at 3:00 P.M. Contact: WI. 7-5324.	ANNE FOGARTY "SPECIAL EDITIONS"	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
June 1	ESTEVEZ PRESS PREVIEW OF FALL COLLECTION AT 4:00 P.M. (See p.5).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Thursday June 1	FORTIETH ANNIVERSARY COAT COLLECTION	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
	Henry Friedricks will present the fortieth anniversary Fall coat collection at continuous daily showings. Contact: Alan Baron, PE. 6-8867.		
Friday June 2 9:00 A.M.	PREMIERE SHOWING OF FUR COLLECTION	LAURENCE H. KAYE FURS, INC.	345 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Laurence H. Kaye will present a preview of his new fur collection. By invitation. Contact: Rose Ciacci, OX. 5-8340.		
Friday June 2 10:30 A.M.	PREVIEW OF FALL COLLECTION	MURRAY ZENKEL, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Preview of Fall dresses and ensembles, designed by Walter Gerson. By invitation. Continuous daily beginning June 5. Contact: CH. 4-2270.		
Friday June 2 10:30 A.M.	OPENING: FALL COAT AND SUIT COLLECTION	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
	Showings June 2, 6, 8, 14 at 10:30 A.M. Contact: JU. 2-2317.		
Friday June 2 11:00 A.M.	OPENING OF FALL COLLECTION	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Showings June 2, 6, 7, 12 at 11:00 A.M. By invitation. Contact: Anita Hoffman, WI. 7-4968.		
Monday June 5 10:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION	BIEGELEISEN & SCHOUR	333 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	The Dee Rainwater "Americana" fur collection designed for Biegeleisen & Schour. By invitation. Contact: LA. 4-5743.		
Monday June 5 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	SARMI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Press preview of Sarmi's Fall collection. Buyers' preview at 4:00 P.M. By invitation. Publicity: Maxwell-Latham-Mathews, PL. 3-5556.		
Monday June 5 12:00 Noon Luncheon	TWENTY-SIXTH ANNUAL COLLEGE CLINIC	MADEMOISELLE MAGAZINE (575 MADISON AVENUE)	HOTEL COMMODORE GRAND BALLROOM
	Back-to-school fashions from Mademoiselle's August college issue. Merchandising exhibit and reception 11:00 A.M. Showing from 1:00 P.M. to 2:00 P.M. Tickets: $10.00, by invitation only. (Special buses Metropolitan Opera, from 11:00 A.M.) Contact: Alice Encke, PL. 9-2080.		
Monday June 5 12:00 Noon Luncheon	PREVIEW: FALL PETITE DRESSES	MARTINETTE PETITE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Marty Goldberg and Max Lawrence will present their Fall collection of petite dresses, designed by Robert Given. For press and buyers, by invitation. Publicity: Camille Borgia at Towers Fashion Service, MU.3-6955.		
Monday June 5 1:00 P.M.	OPENING OF FALL COLLECTION	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Showing at 1:00 P.M., June 5, 6, 7, 12, 13, 14, 20. Contact: Jean Roberts, LA. 4-3520.		
Monday June 5 3:00 P.M.	FALL PREVIEW OF JUNIOR FASHIONS	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Fall collection at 3:00 P.M. Continuous thereafter. Contact: LO. 4-1434.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 5 2:30 P.M.	PREMIERE SHOWING OF FALL-WINTER FURS	COUTURE FURS, INC.	345 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Introducing the Fall-Winter fur designs by Mirka, for Couture Furs. By invitation. Publicity: Terry Seymour, 16 W.55th St., PL. 7-9170.		
Beginning Monday June 5	OPENING OF FALL DRESS COLLECTION	RONA DRESSES, INC.	1400 BROADWAY SHOWROOM - 19TH FLOOR
	Continuous showings of Fall dresses and costumes, June 5 through June 16, 10:30 A.M. to 3:30 P.M. Contact: David Rubinstein, CH. 4-3872.		
Beginning Monday June 5	OPENING: SPORTSWEAR COLLECTION FOR FALL	CABANA	1410 BROADWAY SHOWROOM - 17TH FLOOR
	Cabana's Fall collection of separates, dresses and sportswear, designed by Pembroke Squires, at continuous daily showings. Contact: WI. 7-0326. Publicity: Maxwell-Latham-Mathews Ltd., PL. 3-5556.		
Beginning Monday June 5	OPENING: FALL-WINTER JEWELRY COLLECTION	THE NAPIER CO.	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
	Showing of Napier fashion jewelry and boutique gift collection for Fall and Winter. Publicity: Kathleen Mundin, YU. 6-6633.		
Beginning Monday June 5	JEWELRY COLLECTION FOR FALL & WINTER	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
	Trifari's Fall-Winter collection of jewelry at daily showings. By appointment. Publicity: Dorothy Lansing, 165 E. 66th St., RE. 7-3347.		
Beginning Monday June 5	OPENING OF FALL DRESS COLLECTION	KLEIN & BLAIKIE, INC.	525 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Klein & Blaikie's misses daytime and late day dress collection at continuous daily informal showings. Contact: BR. 9-7580.		
Tuesday June 6 8:30 A.M. Breakfast	PREVIEW OF CREPE-- FASHION SHOW	CELANESE FIBERS CO. (180 MADISON AVENUE)	HOTEL PLAZA BALLROOM
	Celanese crepe presentation, with film and fashion show at 9:00 A.M. By invitation. Publicity: Dorothy Wallace, MU. 9-6000, Ext. 334.		
Tuesday June 6 10:30 A.M	OPENING OF FALL COLLECTION	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Showings June 6, 7, 8, 13, 14, 15 at 10:30 A.M. By reservation. Contact: Ruth Weber, CH. 4-3488.		
Tuesday June 6 11:00 A.M	PRESS PREVIEW: FALL & WINTER FUR COLLECTION	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Preview of the Revillon Wholesale Fall and Winter fur collection. By invitation only. Thereafter by appointment. Publicity: Bill Paige, 11 West 57th Street, PL. 9-5504.		
Tuesday June 6 12:00 Noon	OPENING OF FALL JUNIOR COLLECTION	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
	Junior dresses and separates June 6, 7, 8, 13, 14, 15 at 12:00 Noon. By reservation. Contact: Audrey Brock, OX. 5-6440.		
Tuesday June 6 12:00 Noon Luncheon	PREVIEW: FALL COUTURE COLLECTION	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Daytime, cocktail and evening collection. By invitation. Daily thereafter at 12:00 Noon. By appointment. Contact: Joan Baron, CH. 4-5693.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 6 12:00 Noon Luncheon	PREVIEW OF FALL DRESS COLLECTION	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Max Lawrence and Marty Goldberg will present their Fall collection, designed by Miguel Dorian. For press and buyers, by invitation. Thereafter showings June 7, 8 at 12:00 Noon (luncheon). By reservation. Publicity: Camille Borgia at Towers Fashion Service, MU. 3-6955.		
Tuesday June 6 12:30 P.M. Luncheon	TWENTY-FOURTH ANNUAL GRADUATION LUNCHEON	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
	Store and fashion executives will greet the graduating class. Alumnae will receive awards. By invitation. Contact: Betty Levine, TR. 9-4644.		
Tuesday June 6 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Preview of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing, Wed., June 7 at 10:00 A.M. Thereafter by appointment. Contact: CH. 4-8685. Publicity: Pauline Greene at Charles J. Charney, 101 West 55th Street, PL. 7-0955.		
Tuesday June 6 4:00 P.M.	PRESS PREVIEW: FALL DRESS COLLECTION	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Dan Keller will present his Fall collection of casual dresses and ensembles. For press and buyers, by invitation. Continuous daily showings thereafter. Publicity: Margaret Hodge, 110 West 51st St., LT. 1-3260.		
Tuesday June 6 4:30 P.M.	PREVIEW OF FALL COLLECTION	GINSBURG & ABELSON (1400 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
	Preview for press and buyers, by invitation. Contact: CH. 4-4131.		
Tuesday June 6 4:30 P.M.	PREVIEW: FALL DAYTIME AND EVENING FASHIONS	BURKE AMEY	16 WEST 57TH STREET SHOWROOM - 5TH FLOOR
	Preview of Fall collection, designed by Ronald Amey, on Tues., June 6 at 4:30 and Thurs., June 8 at 10:00. By invitation. Contact: CO. 5-7720.		
Tuesday June 6 7:00 P.M. Cocktails-Dinner	FASHION SHOW AND DINNER FOR BUYERS	INTERNATIONAL SILK ASSOCIATION, U.S.A.	HOTEL PIERRE BALLROOM
	For retail executives, ready-to-wear and piece goods buyers. By invitation. Contact: Grace Beller, MU. 3-7197. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday June 7 8:30 A.M. Breakfast	PREVIEW OF FALL COLLECTION	McMULLEN CO. (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Preview of McMullen dresses; coordinates by McMullen and Robert Powell Johns. Showing at 9:00. For press and buyers, by invitation. Continuous thereafter at showroom. Contact: Clara Sheinman, OX. 5-4270.		
Wednesday June 7 11:00 A.M.	PRESS PREVIEW: FALL WINTER FUR COLLECTION	FANTASIA FURS, INC. (STESSEL,WARE,PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	The James Terence Brady Fall-Winter fur collection, designed for Fantasia, followed by cocktails and luncheon. By invitation. Contact: LA. 4-0330. Publicity: Ruth Hammer Assoc., 2 W. 59, EL. 5-7872.		
Wednesday June 7 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Preview of furs. By invitation. Contact: Louis Brown, AL. 5-3035.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 7 4:00 P.M.	PREVIEW OF FALL COUTURE FASHIONS	MARY BLACK, INC.	41 WEST 57TH STREET SHOWROOM - 8TH FLOOR
	Mary Black's Fall couture collection. For press and buyers, by invitation. Thereafter by appointment. Contact: Dorothy Smith, PL. 8-2014.		
Wednesday June 7 5:00 P.M. Cocktails	FLAIR FASHION SHOW	YARDLEY OF LONDON	HOTEL PIERRE GRAND BALLROOM
	Reception and fashion show to present new Flair fragrance line and Flair-inspired fashions. For merchandise managers, fashion coordinators cosmetic buyers and press. By invitation. Contact: Mary Chandler, CI. 7-6422; or Florence Losefski, PL. 7-5700.		
Wednesday June 7 8:00 P.M.	PREVIEW OF FALL COLLECTION	SCAASI	26 WEST 56TH STREET SALON
	Preview of Scaasi's collection for Fall. By invitation. Contact: Pearl Newman, CI. 6-8226.		
Thursday June 8 10:30 A.M	PREVIEW: FUR FASHIONS BY CONSTANTINO	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Fall-Winter fur fashions, designed by Constantino. Fashion Director and Commentator: Mia Grau. By invitation. Contact: PE. 6-6944.		
Thursday June 8 3:00 P.M.	PREVIEW: READY-TO-WEAR FUR COLLECTION	RITTER BROTHERS (224 WEST 30TH ST.)	SHERRY NETHERLAND HOTEL CRYSTAL PAVILLON
	Press preview of Ritter's ready-to-wear fur collection, followed by cocktails. By invitation. Thereafter at 10:30 and 2:30 at showroom, 14th floor, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday June 8 3:30 P.M. Champagne	PREVIEW OF FALL DRESS COLLECTION	DOROTHY DICKERSON	19 WEST 57TH STREET SALON - 6TH FLOOR
	Dorothy Dickerson will present her Fall dress collection. Showing at 4:15 P.M. By invitation. Thereafter by appointment. Contact: Helene Schembs, EL. 5-0989.		
Thursday June 8 4:00 P.M Cocktails	PREMIERE SHOWING OF JUNIOR FASHIONS	JUNIOR FORUM, INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	First showing by Junior Forum, presenting their Fall collection of junior dresses and ensembles. By invitation. Thereafter in showroom. Contact: Shelly Lebow, LA. 4-9923.		
Thursday June 8 5:15 P.M. Champagne	OPENING OF FALL COLLECTION	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
	Showing of daytime and evening Fall collection, designed by Angela. By invitation. Thereafter by appointment. Contact: Miss Rae, JU.2-1747.		
Friday June 9 10:30 A.M. Champagne	PRESS PREVIEW: FALL-WINTER FUR COLLECTION	MR. JOHN FURS	24 WEST 57TH STREET SALON - 7TH FLOOR
	"Society Collection of Trend-Setting Furs"--showing of Mr. John's Fall-Winter fur collection. By invitation. Publicity: Joe Mann, PL. 7-1966.		
Monday June 12 2:30 P.M.	PREVIEW OF FALL-WINTER FUR COLLECTION	BEN KAHN FURS CORP.	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
	Ben Kahn will present his Fall-Winter fur collection to the press and buyers. By invitation. Publicity: Maxwell-Latham-Mathews, PL. 3-5556.		

1962

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